IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Kazuhiro ISHIDA

Title: ADVERTISEMENT

SYSTEM AND ADVERTISEMENT DISPLAY METHOD

Appl. No.: 10/077,765

Appl. Filing Date: 2/20/2002

Examiner: Alvarez, Raquel

Art Unit: 3688

Confirmation

ommuuon

3462

Number:

REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

This is a Request for Continued Examination (RCE) under 37 C.F.R. § 1.114 of the above-identified application. This RCE and the enclosed items listed below are being filed prior to the earliest of: (1) payment of the issue fee (unless a petition under 37 C.F.R. § 1.313 is granted); (2) abandonment of the application; or (3) the filing of a notice of appeal to the U.S. Court of Appeals for the Federal Circuit under 35 U.S.C. §141, or the commencement of a civil action under 35 U.S.C. §145 or §146 (unless the appeal or civil action is terminated).

- 1. Submission required under 37 C.F.R. §1.114: (check items that apply)
 - a. Previously submitted:

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)

[]	Please consider the Affidavit(s)/Declaration(s) previously filed on but not
	considered.
[]	Please consider the arguments in the Appeal Brief or Reply previously filed on
	·
[]	Other
b. Enc	closed are:
[X]	Amendment/Reply.
[]	Affidavit(s)/Declaration(s).
[]	Other.

Miscellaneous:

[] Suspension of action of the above-identified application is requested under 37 C.F.R. § 1.103(c) for a period of __ months.

The filing fee is calculated below:

	Claims as Amended		Previously Paid For	Exti Pres	ra Claims ent		Rate		Fee Totals
RCE Fee 1.17(e):							\$810.00	==	\$810.00
Total Claims:	17	-	21	= 0		x	\$52.00	==	\$0.00
Independents	5	-	6	= 0		X	\$220.00	==	\$0.00
First p	resentation o	f any	y Multiple D	Depender	nt Claims:	+	\$390.00	=	\$0.00
					CLAIMS	FEE	TOTAL:	=	\$810.00

[] Applicant hereby petitions for an extension of time under 37 C.F.R. §1.136(a) for the total number of months checked below:

[]	Extension for response filed within the first month:	\$130.00	0	\$0.00
[]	Extension for response filed within the second month:	\$490.00		\$0.00
[]	Extension for response filed within the third month:	\$1,110.00		\$0.00
[]	Extension for response filed within the fourth month:	\$1,730.00		\$0.00
[]	Extension for response filed within the fifth month:	\$2,350.00		\$0.00
	EXTENSION FEE SU	BTOTAL:	•	\$0.00
EXTENSION FEE ALREADY PAID: -				
EXTENSION FEE TOTAL				\$0.00
	CLAIMS AND EXTENSION FE	E TOTAL:		\$810.00
[]	Small Entity Fees Apply (subtract ½ of above):			
[]	Suspension of action requested under 37 C.F.R.	§ 1.103(c)		\$0.00
	TC	TAL FEE:		\$810.00

The above-identified fees of \$810.00 are being paid by credit card via EFS-Web.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by the credit card payment instructions in EFS-Web being incorrect or absent, resulting in a rejected or incorrect credit card transaction, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

Respectfully submitted,

Registration No. 56,252

Date January 22 2010	By At Shi
FOLEY & LARDNER LLP	Justin M. Sobaje
Customer Number: 22428	Attorney for Applicant

Telephone: (213) 972-4596 Facsimile: (213) 486-0065